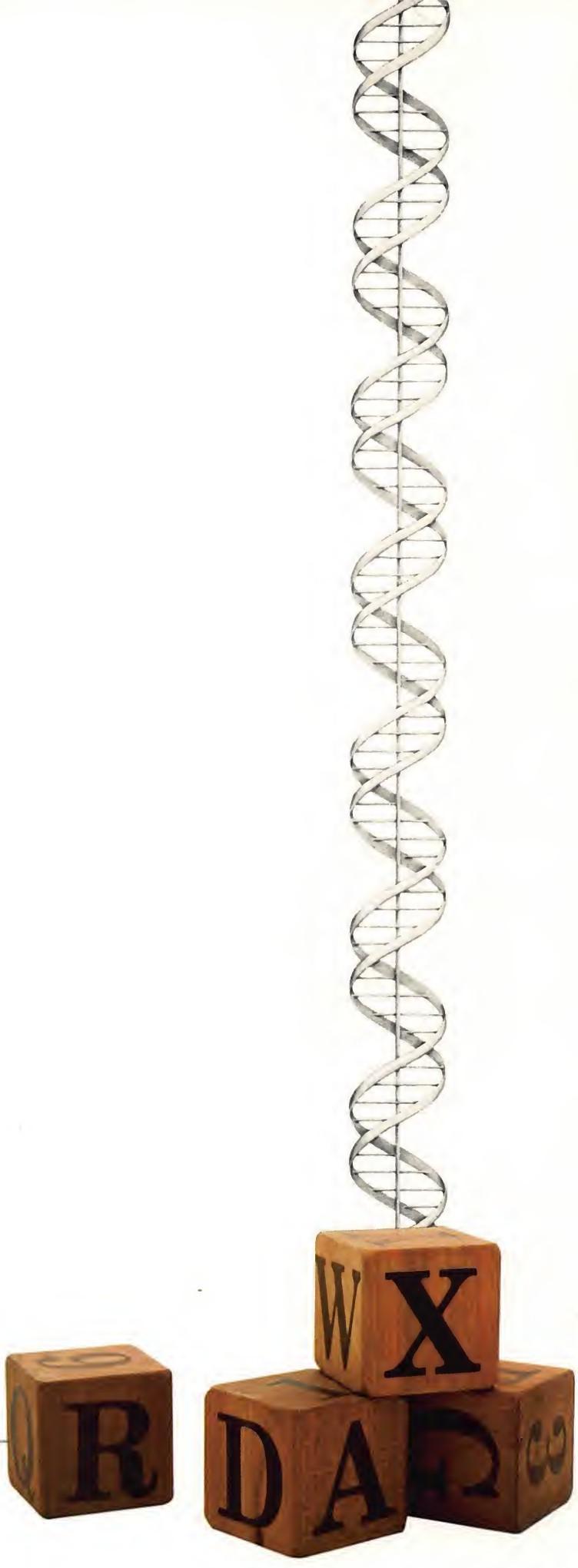


*Atari Institute
for Educational Action Research*





ATARI FORMS A PARTNERSHIP WITH EDUCATION TO EXPLORE NEW WAYS TO LEARN...

The microcomputer has the potential to bring profound, beneficial change to education. Its interactive capability, low cost and ease of use can help change the way we learn and significantly alter where and when we learn.

Innovative educators and researchers who want to bring new vitality to the traditional classroom will be responsible for using the computer as a tool to deliver ideas and instruction to students of all ages in a lively and rewarding manner. They will also be the source of concepts which make learning a desirable, lifelong pursuit. For these imaginative teachers and researchers will harness technology to make learning an exciting experience that is inviting and tailored to the needs of each individual.

We, at Atari, are committed to exploring the many roles that microcomputer technology can assume in enriching education. Since Atari's introduction of its first computer products, the company has maintained an informal partnership with educators through support of innovative projects that encourage the use of computer projects in education.

In June, 1981, the Atari Institute for Educational Action Research was created to formalize this partnership with education. The Institute provides equipment, counsel and modest financial support to non-profit organizations which have novel and useful concepts for using computers in education.

Through the Institute, we:
Sponsor projects which bring theories into practical use;
Support model computer learning centers; and
Organize conferences for educators who work with computer technology.

In all of these activities, we stimulate dialogue between educators with ideas and computer scientists who can help put those visions to work.

The Atari Institute for Educational Action Research is focused on encouraging the creative use of computers in education. We, at Atari, are extremely proud to be part of one of the most exciting pursuits in our world today—the exploration of new ways to learn.



Dennis D. Groth
Executive Vice President, Atari, Inc. and
Chairman of the Executive Committee, Atari Institute
for Educational Action Research

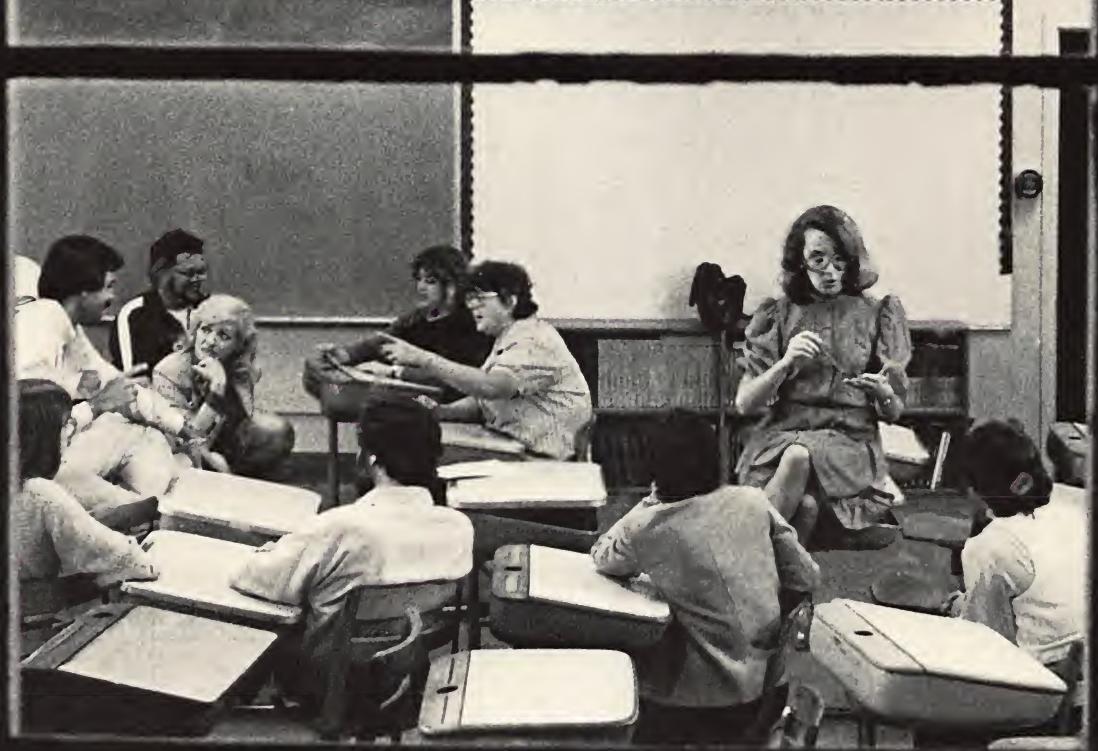
*...THE INSTITUTE BRINGS TOGETHER THE CREATIVITY,
IDEAS AND THEORIES OF EDUCATORS...*



The purpose of the Atari Institute is stated in its name. Its goal is to bring educational concepts into active computer-based programs. Its objective is also to bring computer scientists and programmers together with educators so that future generations of microcomputer systems and programs reflect the specific needs of education.

The small computer is one of the most powerful tools educators have available to develop quality and easily distributed instructional materials. Unlike other media used to support learning objectives, the microcomputer can be a truly individualized learning and teaching aid. Knowing that each program will be used repeatedly, teachers enjoy the luxury of time to refine their educational concepts into beneficial and entertaining computer programs. At the same time, the microcomputer gives the student control of his or her own learning process. Students' use of the computer is, in itself, an educational experience that helps prepare them for a world that is increasingly dependent on computers.

Few would argue that future advances in education will be tied to the small computer; yet, assistance is needed if educators are to fully explore their concepts for teaching with the computer. The expense of hardware is often out of the reach of program developers operating on limited budgets.





*... PROVIDES THE SUPPORT WHICH WILL TURN
EDUCATIONAL IDEAS INTO ACTIVE PROGRAMS ...*



So, the Atari Institute was created as one of the needed bridges to span the chasm between the art of education and the science of technology. It was formed to turn ideas into action.

The Atari Institute pursues its objectives in a number of ways:

Through grants or loan of equipment and, in some cases, cash stipends to non-profit institutions to encourage the development of programming or other computer concepts which enhance the quality of education or influence the widespread use of educational materials;

Through support of efforts to discover, through the use of computer-based games, the role that recreation plays in developing skills and values;

By expanding the variety of people who use computers and the settings in which they are used;

Through contribution to model learning centers which exemplify novel uses of small computers in educational situations;

Through conferences on computer technology in education aimed at providing a forum for the exchange of ideas among educators and researchers;

Through development of a network for information and resource exchange for educators involved or interested in computers in education;

Through equipment, facilities or financial support to individual researchers in non-profit organizations who are involved in projects which stimulate the increased use of computers in education.

At times, educational researchers will be invited to Atari to share the company's research facilities and to draw on counsel from Atari staff members for particularly ambitious projects.

In a more informal way, the Institute can draw on the technical talents of Atari staff members to provide counsel to grant recipients.

For especially promising projects, the Atari Institute may also help to coordinate support from other sources in order to bring a project with far-reaching benefit to reality.







*...ACTS AS THE BRIDGE BETWEEN THE ART OF EDUCATION
AND THE SCIENCE OF TECHNOLOGY...*

To encourage the creative process, the Atari Institute attempts to limit its guidelines for project evaluation only to those that are necessary to assure fair judging of all proposals that are presented.

The key considerations when preparing a proposal for presentation to the Institute are:

The project must be under the auspices of a non-profit institution (501(C)3 of the Federal Tax Code);

The project must represent a beneficial use of computer technology in an educational or human development research setting;

and, the project should be capable of replication to have widespread benefit to other educators or researchers studying human development.

In addition, when considering proposals for model learning centers or other projects that will demand extensive equipment, financing or staff support, the Institute advisors will evaluate the uniqueness of the proposed project and the size of the potential audience which will benefit from it.

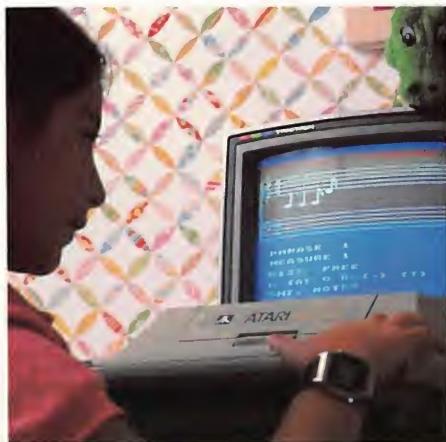
Most significantly, Atari computer or recreational products should be the core element in any project to be considered by the Institute and the proposal should represent an instructional advance or research that could not be better achieved through another medium.

Three initial project grants provided the foundation for the Atari Institute:

The Math and Computer Education Project at the Lawrence Hall of Science, University of California at Berkeley. This project provides wider public access to small computers and furthers the development of new classes in computer literacy.

The "Future Center" and the Communications Exhibit at the Capital Children's Museum in Washington, D.C. In the "Future Center," visitors study in a classroom of the future using computers to help them in their exploration of learning. The Communications Exhibit draws children and adults from all backgrounds into a learning situation that dissolves the barriers of language, age and economic status.

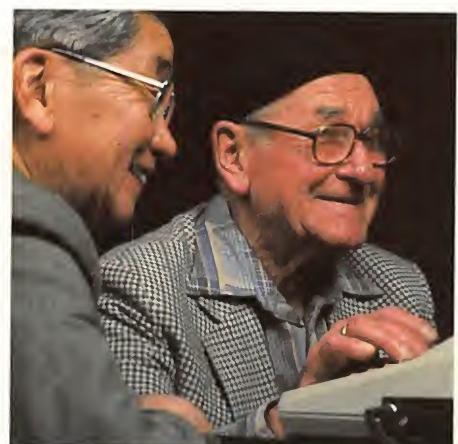
The Industry Education Council (IEC) of Santa Clara County, California, to equip a mobile computer van. The van visits schools and other educational sites throughout the county to bring computer instruction to students who are preparing for life in the last decades of the century. The IEC computer van is a combined project of business and education in Santa Clara County.







*...AND EXPANDS EDUCATION BEYOND THE CLASSROOM
AND THROUGHOUT A LIFETIME...*



INITIAL REQUEST TO THE INSTITUTE

The initial request to the Institute for support of a computer-related instructional or a computer games research project should be a one to two-page abstract describing:

- The project's goals;
- The character of the organization in which the project will be conducted;
- The ultimate benefit of the program to education or the study of human development;
- The approximate number of students or others who will be reached if the project is completed;
- The time needed for the completion of the program;
- The financial or equipment support that is sought from the Institute.

If the project description is judged to fit into the Institute's objective for the year, the individual or organization making the request will be asked

to complete a more detailed proposal which will be presented to the Institute's Board of Advisors.

ANNUAL ACTION EMPHASIS

Annually, the Institute establishes an education theme emphasis and solicits proposals for projects which fit into the year's thematic guidelines. Proposals are encouraged from institutions and individuals working with non-profit educational organizations. A description of the current year's action research emphasis and deadline dates may be obtained by writing the Institute.

EDUCATION CONFERENCES

At least once each year, the Institute sponsors a conference for educators and researchers who are applying computer technology in education or studying the benefits of computer games on the development of physical and mental skills. The theme of the conferences reflects the Institute's research emphasis for the year. Conference speakers will be experts in the arts, sciences, and education as well as recipients of Institute grants who have completed highly successful projects. Others who are

invited to present papers at the annual conference will include nationally-recognized authorities on the use of microcomputers and computer games in education and skills development.

INFORMATION AND RESOURCE EXCHANGE

The Institute encourages all researchers in computer-related education to provide the Atari Institute's Information and Resource Exchange with reports on their efforts, so the Institute can share their experiences with others who are interested in similar projects. Educators and researchers who are beginning a computer instructional project are invited to write the Institute to obtain existing information on related projects.

All Institute grantees will be linked through an electronic resource network so that they will be able to keep in touch with all Institute-sponsored computer projects which are underway.

The Atari Institute for Educational Action Research draws on extraordinary leadership from throughout industry, education and the arts to provide guidance for the organization's efforts.

Executive Director Dr. Ted M. Kahn holds a bachelor's degree in computer sciences and a master's and doctorate in psychology from the University of California at Berkeley. He has been active in all phases of research into computer-based education and development of computer-aided educational programming. Kahn has worked with the Xerox Palo Alto Research Center (PARC), the Center for Educational Technology in Israel and the Lawrence Hall of Science Computer Education Project and served as a consultant to the Home Computer Division at Atari before becoming the Institute's Executive Director.

A 12-member Board of Advisors, drawn from education, technology, the communications media and the performing arts, serves to review grant proposals, develops criteria for evaluating projects presented to the Institute, and helps to shape the future directions for the Institute.

An Executive Committee, made up of members of top management of both Atari, Inc., and its parent company, Warner Communications Inc., is responsible for establishing annual budgets for the operation of the Institute, making final approval on grant proposals and assuring that the Institute meets its overall charter.

"THE PERSONAL COMPUTER CAN BE REGARDED AS A POWERFUL NEW MEDIUM FOR HUMAN COMMUNICATION. WITH IMAGINATION, IT CAN BE A DYNAMIC, INTERACTIVE MEDIUM FOR CREATIVE THOUGHT - ONE CAPABLE OF PROVIDING UNLIMITED OPPORTUNITIES FOR LEARNING FOR PEOPLE OF ALL AGES AND WALKS OF LIFE."

Dr. Alan C. Kay
Chief Scientist & Vice President
Atari, Inc.





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